

Message Text

UNCLASSIFIED

PAGE 01 MADRID 00893 071719Z

666

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 071645Z FEB 75

FM AMEMBASSY MADRID

TO USDOC WASHDC

INFO/ZEN/ AMCONSUL BARCELONA

SECSTATE WASHDC 1023

UNCLAS MADRID 893

E.O. 11652: N/A

TAGS: BEXP, BTRA, SP

SUBJ: ELECTRONICS TRADE MISSION

REF: MADRID 850

1. DELAYED DEMONSTRATION EQUIPMENT FOR ERIC WRIGHT, CONTROL DESIGN CORP., FINALLY ARRIVED MADRID AND WAS SET UP IN EMBASSY FEB 5. TOTAL OF TWELVE BUSINESSMEN REPRESENTING EIGHT FIRMS WERE GIVEN INDIVIDUAL DEMONSTRATIONS OF EQUIPMENT. REPRESENTATIVES OF THREE FIRMS CAME DOWN FROM BARCELONA SPECIFICALLY TO SEE EQUIPMENT IN ACTION. WRIGHT STATED THAT DEMONSTRATIONS WERE BEST PART OF HIS VISIT TO SPAIN AND THAT THEY ALLOWED HIM TO NARROW FIELD TO TWO BEST PROSPECTIVE AGENTS FOR HIS PRODUCT IN SPAIN. ADDED THAT RESULTS OF DEMONSTRATIONS IMPROVED HIS ANALYSIS OF MARKET AND RAISED HIS EXPECTATIONS OF SUCCESS HIS PRODUCTS IN SPAIN.

2. EMBASSY IS DISTRIBUTING TOTAL OF 200 CONTROL DESIGN BROCHURES AND CATALOGUES TO INTERESTED SPANISH COMPANIES. THESE MATERIALS WERE INCLUDED IN DELAYED SHIPMENT AND HAD BEEN PROMISED TO RECIPIENTS BY WRIGHT DURING MISSION APPOINTMENTS.
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